

AA MOVING INTO TOP PLAYING TIME

Industry Aid For Brotherh'd Week

Brotherhood Week will again receive the active co-operation of the motion picture industry of Canada, through the committee headed by Gordon Lightstone, general manager of Paramount Film Service, while others engaged in film and

(Continued on Page 3)

181 Subjects From NFB In 1953-4

The National Film Board completed 181 films of one reel or more in the fiscal year ending March 31, 1954, compared with 143 in the previous year, and the addition of newsclips, trailers and news stories brought its output to 214. Twenty of these were

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NEW CANADA-AA COMPANY DRIVE COINCIDES WITH ANNIVERSARY

Dating of the leadoff picture, Tonight's the Night, into key situations of Famous Players, Odeon and Twentieth Century theatres, gave the first sales and playdate drive of Allied Artists Pictures of Canada Limited, a great start.

No Confirmation Regarding Ontario Tax Reduction

Will there be a reduction in the Ontario amusement tax? The Telegram, Toronto paper, said that there would be in a brief story which appeared in a noon edition. In the next edition the same story was by-lined by Douglas Roche and carried comment by theatre industry people. The final edition repeated the home edition story.

The next morning's Globe and Mail denied the story and quoted an unnamed spokesman as saying that it was "utter nonsense." The paper's phraseology was decidedly unflattering to those behind the tax brief and its story unoptimistic about their chances. But that noon's Telegram repeated Roche's story. The Toronto Star that evening denied the story.

No official comment was forthcoming. Meanwhile, managers' groups are meeting with their local MPs.

The drive, which runs for the 16 weeks of February 7-May 28 inclusive, marks the debut of Allied Artists films into A playing time on the same scale as features from the majors, as well as the rise of the company to that status.

The parent company, it was noted by D. V. Rosen and Jack Bernstein, respectively AA Canadian general manager and general sales manager, is currently celebrating its 25th year of production under Steve Brody, president, who recently took ads in

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Johnston Heads NFB Info Div

Thomas L. Johnston, 39, formerly director of publicity for the Province of Ontario Department of Travel and Publicity, has been appointed Chief of Information and Promotion for the National Film Board, replacing Stan Helleur, who has returned to the To-

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Plan New Drive-in

Jack Fishman of Sault Ste. Marie has been granted permission by the township council of West Ferris, Ontario to build a drive-in between Lavase River and Cook's Creek, one of the first cinemas planned in 1955.

Five New Directors On Pic Pioneers Board

Surprise of the 14th annual national meeting of the Canadian Picture Pioneers, held last week in the King Edward Hotel, Toronto, was the return of N. A. Taylor, now in his third term as president, to the board of directors as an elected member. He had refused to accept his selection by Oscar Hanson's nomination committee but yielded to a vigorous "draft Taylor" movement led from the floor by Clare Appel and Archie Laurie, who pointed out that the effort to give the benevolent fund a solid base for the future would be much advanced by his continuation of that aim for another

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Edward Small's 'Brass Ring'

Edward Small has begun filming 'The Brass Ring' for United Artists, starring Anthony Quinn and Farley Granger.

Three Pine-Thomas Films For UA In '55

Following their recent break with Paramount after a 14-year association, the producing team of William Pine and William Thomas have signed with United Artists to make a series of top-budget pictures. The first three, to be produced this year, are Lincoln McKeever, The Mountains Have No Shadows and the screen version of a novel by Owen Cameron.

Pine and Thomas have the reputation of producing consistent money-makers.

FILM FOLK FAST ON THE DRAW

The motion picture and theatre section of the drive for funds to pay for the new wing of St. Michael's Hospital, Toronto, passed all other sections percentage-wise as it drove towards its quota, fund officials said. Film section co-chairmen are C. J. Appel, Ben Freedman and H. S. Mandell. Famous Players gave \$25,000, while a personal donation of \$5,000 came from Mr. and Mrs. Fitzgibbons and another \$5,000 came from Mr. and Mrs. R. W. Bolstad. Fitzgibbons and Bolstad are Famous Players top executives.

Other important contributions were: Paramount Film Service, \$2,500; Warner Bros. Picture Distributing Company, \$2,500; Columbia Pictures of Canada Limited, \$2,500; 20th Century-Fox Corporation Limited, \$2,500; Theatre Holding Corporation, \$2,000; United Century Theatres Limited, \$2,000; Henry Nathanson, president of Metro-Goldwyn-Mayer Pictures of Canada Limited, \$1,000; Gordon Lightstone, general manager of Paramount Film Service, \$1,000; Theatre Confections Limited, \$1,000; J. J. Fitzgibbons, Jr., president of Theatre Confection Limited, \$500; Morris Stein, eastern division manager, Famous Players Canadian Corporation, \$200; Royal Alexandra Theatre, \$100.

20th Fox's 'The King And I'

Deborah Kerr will play the feminine lead opposite Yul Brynner in 20th Century-Fox's filmization of Rodgers and Hammerstein's stage hit, The King and I.

Columbia's 'The Duchin Story'

Sam Taylor, author of Sabrina Fair, has taken over Moss Hart's writing assignment, The Duchin Story.

Knox In JARO Feature

Ontario-born Alexander Knox has been given a top role in J. Arthur Rank's The Night My Number Came Up.

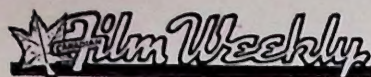
Phoenix Corporation's First

Guard of Honor will be the first effort of Julien Blaustein and Daniel Taradash's recently-formed Phoenix Corporation for Warner Bros. release.

SCARBORO DRIVE-IN ACQUIRED BY 20TH CENTURY THEATRES

Twentieth Century Theatres Corporation Limited has acquired the Scarboro drive-in from Scarboro Drive-in Theatre Limited, it was announced by N. A. Taylor, president of the first-named company. The 1,000-car drive-in, at Toron-

to's eastern outskirts, gives Twentieth Century Theatres four of the city's five drive-ins, it having taken immediate possession. The others are the Northeast, the Northwest and the "400," the last being on the Barrie Highway.



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Office Manager Esther Silver

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NFB SUBJECTS

(Continued from Page 1)

made for it by private firms and its film-strip volume rose from 32 to 90. Newsreel releases went to 613 from 451 the previous year and 66 TV films were made.

Seventy-six of the 181 films were for non-theatrical distribution and 44 were theatrical. Seventy-nine of the 181 were originals, 44 revisions of existing theatrical or TV films and 58 were language versions. Color was used for 21 films. Those in English numbered 109, those in French 60 and there were 12 in other languages.

Under Technical Operations the report notes that "The Bridge between the creative artist and the audience is the technician, who, to be good at his job, must himself be creative." A three-man department carries on Research, "the life-blood of enterprise." The lab processed 11,621,800 feet, a considerable drop, of which 5,532,923 was in 35 mm. The lab staff, now 62, does deadline processing for TV.

Ferrer's 'Matador'

Columbia Pictures, Allied Artists and Film Locations Limited have agreed to finance the production of Jose Ferrer's *Matador*. Ferrer will co-produce, direct and star in the film which Columbia and Allied Artists will distribute.

UA's 'A Bullet For Joey'

First titled Canada's Great Manhunt then *The Kill*, United Artists' Edward G. Robinson starrer about the RCMP will be released as *A Bullet For Joey*.

Columbia's 'Held's Angels'

The collegiate era of the Twenties will be brought to the screen by Columbia Pictures in a musical based on John Held, Jr.'s *Held's Angels*.

Orson Bean In Fox Film

Veteran actor Charles Coburn and comedian Orson Bean have been added to the cast of 20th Century-Fox's *How To Be Very, Very Popular*.

Disney's People-Place Series

Walt Disney's new People and Place Series will be launched with the forthcoming release of *Siam*.

AA's Top Playing Time

(Continued from Page 1)

Hollywood trade papers to emphasize that William Wyler, Billy Wilder and John Huston would have free hands in making their forthcoming AA features and led his organization into the Association of Motion Picture Producers, Inc. late last year as part of its elevation into the most important production category.

Tonight's the Night, bookings of which include the Eglinton and University, Toronto, just finished a three-week run at Twentieth Century's big Elgin, Ottawa. Among its dates are such top Famous houses as the Metropolitan, Winnipeg; Palace, Calgary; Capitol, Saskatoon; Capitol, Regina; and Capitol, Edmonton. Odeon will play it in the Casino and Armview, Halifax, and the Strand, Saint John. Stars of the film, in color by Technicolor, are David Niven, Yvonne DeCarlo, Barry Fitzgerald and George Cole. It is a hilarious Irish comedy.

Also among the drive features are *The Big Combo*, with Cornel Wilde, Brian Donlevy, Jean Wallace and Richard Conte; *Shotgun*, in color by Technicolor, with Sterling Hayden, Yvonne DeCarlo, Zachary Scott and Robert Wilke; *Seven Angry Men*, with Raymond Massey, Debra Paget, Larry Penning and Leo Gordon; *The Warriors*, in color by Technicolor and in CinemaScope with Errol Flynn, Joanne Dru and Peter Finch; and *Annapolis Story*, in color by Technicolor, with Diana Lynn, John Derek and Alvy Moore.

The company's second CinemaScope production, *Wichita*, a Joel McCrea starrer produced by Walter Mirisch, has been completed. Class A productions in various planning stages include *Matador*, *The Man Who Would Be King*, *Ariane*, *Gun Point*, *Legionnaire*, *The Body Snatchers*, *Mother-Sir*, *Yellow Knife*, *Phenix City*, *Hold Back the Night* and *General Hospital*.

Among the stars to appear in forthcoming features are Jose Ferrer, Gary Cooper, Fred MacMurray, Mark Stevens and Joan Bennett. Producers and directors

contracted for 1955 include Jose Ferrer, Walter Wanger, Samuel Bischoff, Mike Frankovitch, Scott R. Dunlap, Richard Heermance, Vincent M. Fennelly, Hayes Goetz, Henry Levin, Jacques Tourneur, Don Siegel and Charles Marquis Warren.

Allied Artists will have eight films in production in the first



JACK BERNSTEIN

quarter of this year, among them *The Hijackers*, one of five to be produced in 1955 for the studio by Lindsley Parsons. The other four are *The Intruder*, from a well-known novel; *Son of Jack Slade*, sequel to the Mark Stevens starrer, *Jack Slade*; *The Desperate Women*, from the James D. Horan best-seller; and *Massacre at Dragooon Wells*, to star Barry Sullivan. John H. Burrows will be associate producer on three of these features.

Allied Artists sales contacts in Canada are Gerry Hoyt, Saint John branch manager; Joe Oupcher, Montreal branch manager; Sam Jacobs, Montreal sales representative; Isadore Shapero, Toronto sales representative; Max Shneir, Winnipeg branch manager; Mike Mandell, Winnipeg sales representative; Ralph Zelikson, Calgary branch manager; and Lou Segal, Vancouver branch manager.

English TV Personality Signed

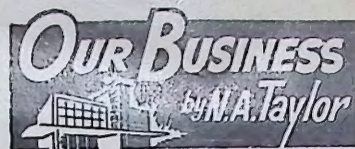
Ron Randell, one of England's foremost TV panel moderators, is being brought to the USA for a role in United Artists' *Desert Sands*.

WB's 'Rebel Without A Cause'

James Dean's second starring vehicle at Warner Bros. will be *Rebel Without a Cause*.

'San Antonio De Bexar'

Republic Studio's *San Antonio de Bexar*, starring Sterling Hayden, has been retitled *The Texas Legionnaires*.



NO legitimate business enterprise can long survive if it gives away a good share of its merchandise free. The merchandise which motion picture theatres have to offer can only be utilized by the use of seats and when the theatre is forced to fill one seat in nine with a free-loader in the form of an Amusement Tax, that is in effect what happens.

Let us take a typical example. A theatre grosses \$30,000 in a year. The Amusement Tax is \$3,300, leaving a net of \$26,700. The net loss on the year's operation is \$4,800. True, without an Amusement Tax the theatre would still lose money. However, the sum would be small enough for the owner to find some way of making up the deficit and, by reducing overhead, hope to stay in business until things got better.

No other business enterprise keeps so large a percentage of its gross intake in its own community as does a motion picture theatre, such money being used up in local rent, taxes, salaries and commodities. No other business enterprise is so vital to a community as a motion picture theatre, which is a magnet for drawing people, particularly in a small town.

The exhibitors of Ontario put a strong plea to the Hon. Leslie M. Frost, Prime Minister of Ontario, for the elimination or drastic reduction of the Amusement Tax. Small theatres by the score are slated to go out of business if some help is not given immediately. Rising costs of operation, depressed economic conditions and the virulent competition of TV have reduced theatre attendances in many places to a point where certain houses cannot hope to keep their doors open. It is more than discouraging for a theatre owner to take stock of his week's operation only to find that the difference between profit and loss, between keeping his head above water and sinking, is the Amusement Tax which he must remit to the Province. Never before has it been more pertinent to advance the tenet that a business should not be taxed before it has a chance to make a profit.

It has been found in the United States that small towns without motion picture theatres are dead towns and business takes itself elsewhere. This is what we face in Ontario and, indeed, all other parts of Canada, today.

A few days ago the *Toronto Telegram* published a story that the Ontario government would, in the new budget, eliminate the tax up to 50c. A statement denying such action promptly appearing.

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BROTHERHOOD WEEK

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theatre business are serving local committees of a general nature. Brotherhood Week, February 20-27, is sponsored by The Canadian Council of Christians and Jews, of which Richard D. Jones of Toronto is executive director, and which is headed by Father Stephane Valiquette, s.j., in Montreal and C. Roy Brookbank in Calgary.

Radio and TV committee chairman is J. E. Campeau, while John Motz and John Marsh represent the press and Ralph Allen of Maclean's the magazines. Sir Ernest MacMillan is the committee contact for community organizations and Donald Graham general organizations.

Co-chairmen of the Brotherhood Week committee are C. L. Burton and P. Horace Boivin, while the co-chairmen of the CCCJ are John D. Hayes, O. B. Roger, de Gaspé Beaubien and J. Keiller Mackay.

The honorary chairman, Prime Minister Louis St. Laurent, in a letter, said: "By observing the principles of brotherhood, both at home and in our relations with citizens of other lands, we can make a useful contribution to world peace and to international understanding."

The purposes of Brotherhood Week are to give people an opportunity to re-dedicate themselves as individuals to the basic ideals of respect for people and human rights which are essential to our way of life; to dramatize the practical things which people can do to promote an understanding and realization of these ideals; and to enlist the support of a larger number of people in year-round activities to build brotherhood.

Lolobrigida's USA Film

Italian film star Gina Lollobrigida will appear opposite Burt Lancaster in her first Hollywood picture, Trapeze, for United Artists release.

Carradine In 'Desert Sands'

John Carradine has been signed for a leading role in United Artists' Desert Sands.

OUR BUSINESS

(Continued from Page 2)

ed in the other two Toronto dailies. Is it fact or fiction? One thing is certain, namely that the elimination of this tax is vital to small theatres and to many large ones and should be recognized by government bodies everywhere. There is no business group anywhere which is so charitable and helpful to many causes and public welfare as our business. A boost for the motion picture theatre is a boost for the community.

News Notes

NEW WINDSOR AREA ASSOCIATION

Bob Knevels of the Tivoli, Windsor, was elected president of the newly-formed Essex County Theatres Association, which will take the place of the Essex, Kent and Lambton Theatres Association for those members in Essex County. It was found that not sufficient co-operation was forthcoming from the other counties, except for Chatham. Head of the old association was Edward C. Lamoureux, who did not run again.

The old body was very successful in the Windsor area, where it helped defeat daylight saving time in the face of City Council approval. It did much for theatre public relations with a Christmas party for the children of Windsor unemployed. Last week it managed to have rectified a sign by-law which affected theatres unfairly and it has been contacting MPP's in its opposition to the amusement tax.

The new association has plans for a Variety Village benefit show, the first to be held in Windsor, late in April or early in May.

Vice-president of the Essex County Theatres Association is Arch Axler of the Vogue, Leamington, and the secretary-treasurer is Bruce Fraser of the Park, Windsor.

LESS SPENT ON CONSTRUCTION IN '54

The value of theatre construction and alteration contracts awarded in Canada in 1954 is estimated at \$3,069,400 by Maclean's Building Reporter, a drop of 0.2 per cent from the \$3,075,300 of the previous year.

Although the decline is negligible, it is the reverse of the trend of all construction in Canada which rose 6.8 per cent during the same period. The dollar value was less but numerically, there was a gain of seven over 1953 for a total of 71 awarded.

Since wartime restrictions were lifted in 1946, 811 theatre contracts valued at \$45,540,600 have been let.

GET READY FOR VV GRAD NIGHT

Variety Club members are urged to make their plans now to attend the organization's greatest evening of the year—the annual Graduation Dinner. This year it will take place in the Royal York Hotel Concert Hall on February 24.

Cocktails at 6.30 will be followed by dinner at 7.30 and there will be entertainment and dancing. Tickets at \$5 each include a cocktail.

George Altman of Mavety's and Joe Bermac of Peerless Films head the ticket committee, the members of which are Curly Posen, Allied; Abe Cass, Columbia; Maurice Diamond, IFD; Johnny Kurk, 20th-Fox; Dan Krendel and Dick Geering, Famous Players; Al Perly, Biltmore; Pat Travers, IATSE; and Dr. Jack Egan, Clinton Hotel. Tickets may be acquired through their offices.

ACADEMY AWARDS ON MARCH 30

The 27th annual Academy Awards will be held on March 30 this year, with the balloting having ended last week. This year the Academy of Motion Picture Arts and Sciences has decided to open the nominations, previously given press coverage only, to radio and television.

Jack Webb, TV and film star, will emcee an hour-and-a-half television program based on the nominations, which will show the nominees, who will be gathered in Hollywood night clubs, reacting to the news. NBC has been given TV and radio rights. The first such show will be offered on February 12.

HON. C. C. WILLIAMS AT RADVILLE

"Perhaps no other industry touches so intimately and so significantly the lives of so large a proportion of the world's population as does the motion picture industry," said the Honorable C. C. Williams, minister of labor for Saskatchewan, quoting a leading American economics professor during his address at the recent opening of the Shibley Brothers' Oasis Theatre in Radville. Williams, who is the senior authority of the Saskatchewan Theatres and Cinematographs branch, gave a brief history of the industry.

On the stage with the minister of labor was Dave Williams, chief inspector of theatres, who said that the province was one of Canada's leaders in the motion picture exhibition field and described the new industry developments. B. Shibley thanked the speakers.

Among the visitors were Walter Pyle, Rockglen theatre operator; and H. Sutherland, district theatre inspector.

Short Throws

BOARD of Censors of Ontario classified the following five features as Adult Entertainment during the month of January: Black Thirteen, Black Tuesday, Devil's Pitchfork, Forbidden Games and They Were So Young.

RKO RADIO made its first profit in several years in 1954 although motion picture production was practically at a standstill. Interest on \$17.8 million dollars in the bank amounted to \$110,890.64 while expenses ran to \$63,498.77.

EDITORIAL in the Canadian Television and Motion Picture Review headed This Is The Year! draws attention to a recommendation in the Massey Report "That the whole subject of television broadcasting in Canada be considered by an independent investigating body not later than three years after the commencement of regular Canadian television broadcasting."

TORONTO Transit Commission officials have blamed TV as one factor in a drop in the number of passengers carried on evening runs during the past two years. The transport commission of London, Ontario, counted a drop of \$96,131 in fare revenues during 1954 and also pointed to television as an important factor in the decline.

VARIETY Club of New York will hold luncheon meetings this year instead of reopening its club rooms in the Piccadilly Hotel.

MPTV (Canada) Limited franchises, which call for the exclusive distribution in this country of 600 feature films, Westerns and serials on a ten-year basis, are not affected by agreements made by MPTV Inc. in the USA with two other distributors, states T. A. Metcalfe, general manager. The new agreements are for USA distribution only. Among the TV syndicate shows being handled by MPTV (Canada) are Sherlock Holmes, Duffy's Tavern, Flash Gordon and Tim McCoy.

NEW YORK movie houses will no longer be required to collect more than the stipulated five per cent amusement tax even though an exact computation shows an odd half cent. A recent ruling of the State Appellate Division Court holds that in the case, for instance, of a 50-cent admission, the tax of two and one-half cents shall become two cents rather than the three that was collected previously.



On The Square

With HYE BOSSIN

RREAL EXCITEMENT outside an East End movie the other matinee. A TTC inspector spotted a couple of kids carrying familiar objects in each hand and phoned the cops. The kids, waiting for a pal to come out of the show, had a stick of dynamite in each hand—obtained by breaking into a tool shed. With their pal they intended to throw the dynamite at the zoo monkeys. Of course, the stuff has to be lighted—which they didn't know . . . Felix Lazarus to Europe and Israel for three months of CBC and NFB lensing, with Harry Rasky editing . . . Too bad industry public relations aren't well enough organized to have taken advantage of The Montreal Star's offer of an exhibit window . . . Nat Taylor finally saw a real sign outside a real theatre that read "Next Week—East Lynne" and meant it. In Ottawa . . . 20th-Fox and Paramount competing for an Australian TV station licence . . . Do you remember when Loretta Young was the new Joan Crawford? Now Loretta makes no films but the old JC is making them again.

GEORGE GANETAKOS first met George Skouras in Chicago years ago and they went out for a round of golf. Skouras drove his ball into a sand trap and Ganetakos got there just in time to see him stick a tee into the sand and place the ball on it.

The Montreal exhibitor objected vigorously, which drew an indignant blast from Skouras.

"Listen, Ganetakos," he said, "you play your game and I'll play mine!"

ARNOLD STANG told it to Johnny Wayne, who told it to Sammy Sales, who told it to me. I'm telling it to you—and you probably heard it.

It seems that when Pharaoh's daughter brought the infant Moses home, with her tale of having found him, her father wasn't taken with him.

"He certainly isn't a very pretty child," the Pharaoh said.

"That's funny," answered his daughter. "He looked good in the rushes."

YOU HEARD MAYBE about the two fellows who came into a bar? One downed three straight doubles in a row. Then fell flat on his face—and unconscious.

"That's one good thing about Bill," his friend said, looking down. "He knows when to quit."

TEA AND SYMPATHY, with Deborah Kerr, was magnificent. Did anyone notice how similar the theme was to Sherwood Anderson's short story, *Hands*? . . . Our latest Year Book subscriber is the Argentine Embassy . . . After seeing 19-year-old Jimmy Caesar at the Barclay as a single for the first time, I reiterate that the first studio to option him will have a Laurel-Savo type of comic to develop . . . CBC is being sued by a USA producer, who wants \$20,000, I hear, because the federal TV agency was rented a film by someone with no right to do that. It's in the Exchequer Court, Ottawa, and Charles Chaplin of UA, as well as Ernie Warren of the Elgin, Ottawa, appeared as expert witnesses . . . Just learned that there are silk and nylon typewriter ribbons, as well as cotton.

MANAGER GERALD MOONEY of the Uptown noticed a new urinal in his men's room. He remembered asking a plumber to take a look at an old one that wasn't working well but he didn't remember okaying a new one. He phoned the plumber, who insisted that the installation had been authorized during the examination by a theatre official, with whom he had discussed it. Mooney quizzed every male staffer but none knew anything about it.

It turned out that a hatless and overcoatless gentleman had come in while the plumber and his aide were examining the faulty urinal.

"Not working very well?" he asked.

It wasn't, they told him. "We'll have to replace it," the boss plumber said.

"If you have to replace it," the man shrugged, "you have to replace it."

So they did.

IRVING SIEGEL of United Artists was trying to sell Lionel Lester of National Booking Khyber Patrol for a certain situation and LL said that what he needed there was a Western.

"This picture," urged Irving, "is a kind of an Eastern Western."

COLLIER'S STORY by Joe Rosenthal of how he took the photo of the famous flag raising on Mount Suribachi brought to mind a coincidence. The top film reporter at about the turn of the century was a Joe Rosenthal of London, who pictured Canada for the CPR and covered the Russo-Jap war, the Boxer Rebellion, etc. There's quite a bit about him in the Low-Manvell book, *The History of the British Film*. And he looked much like the present Joe Rosenthal . . . Weekly gross house record was hung up at the University by 20th-Fox's *Desiree* . . . Perhaps the popular and pretty Juliette will bring back admiration for the well-upholstered femme figure, as in Lillian Russell's day . . . Newest Ontario column is Gordon Bullock's *Show Stopper* in the *Hamilton News* . . . This is Dave Daniel's 25th year with the Dominion Sound organization. Now Ontario boss, the popular Dave joined the company in the West.

A PATIENT WHO lost a kidney but came through the operation well was being comforted by the doctor, a friend. "After all," smiled the organ grinder, "God gives us two of most parts of the body — one for you and one for the surgeon."

BIG FUSS HERE about a brewery offering to pay for a civic auditorium. So what? John Molson, founder of that brewery, was the leader in building Montreal's Theatre Royal in 1825. A year later the citizens gave Edmund Kean a banquet. There's a reference to that in the galley proofs of a history of the theatre in Montreal. These proofs are pasted in one of the Drama Scrapbooks of the Toronto Reference Library. There's a bit of a mystery there. Why galley proofs if this brief book was ever published? Since Fox has portrayed Booth, as *Prince of Players*, perhaps Kean will make the next subject. There's a recent book about Kean and a polished-up play . . . What became of those announced monthly luncheons of trade and Tely reps? I hope the honeymoon isn't over. Ron Poulton was right nasty t'other day.

NFB INFO CHIEF

(Continued from Page 1)

rono Telegram to write a column. Johnston has been head of the NFB's USA operations, working out of the New York office since May 1953.

Replacing Johnston in New York is John Duerkop, 37, of London, Ontario, who has been running the Board's USA Mid-



THOMAS L. JOHNSTON

West and West Coast travel film distribution, out of Chicago.

The shift sees Duerkop replaced in Chicago by W. Dean Smith, 32, of the Halifax office.

Taking over publicity and advertising for the Board and the Board's films, Johnston brings plenty of experience to the task. He has been director of the Manitoba Government Travel Bureau as well as director of travel publicity for Ontario.

Duerkop joined the Canadian Navy in 1940. He was appointed to the National Film Board in 1945 as an Ontario district representative and was named head of the Chicago office in August, 1952.

Dean Smith, born in Hamilton, with an educational background that includes the University of Toronto and Osgoode Hall, came to the NFB in 1951.

The Board also announced the appointment of Jacques R. Danse-reau, of Montreal, a University of Montreal graduate, as program officer in charge of making up film programs for distribution on the Board's circuits.

Bryna's First For UA

Kirk Douglas will play a reckless adventurer in his independent, newly-formed Bryna Productions' first effort, *The Indian Fighter*, for United Artists release.

'Gentlemen Marry Brunettes'

Jane Russell has completed her starring role in United Artists' *Gentlemen Marry Brunettes*.

From the exotic islands of the Indian Ocean comes a story of passion and adventure—that fires the screen with its dramatic force.

He was the Beach-comber...
a wastrel and
a cynic... a man with
the devil in him.

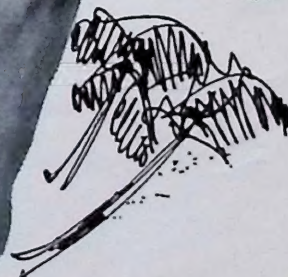


ROBERT NEWTON
GLYNIS JOHNS
DONALD SINDEN

Somerset Maugham's

the

Beachcomber



JARO





TWENTIETH CENTURY-FOX OF CANADA HOLDS NATIONAL SALES MEETING IN TORONTO

The Royal York Hotel was the scene of this national Canadian sales meeting in Toronto. Peter Myers, Canadian division manager, was aided by Cecil Black in leading discussions on the company's product position for the first six months of this year. CinemaScope installations and branch operation matters were also talked over. Carmen Jones was screened at the end of the first day's meeting and Prince of Players at the end of the second day's session.

Seated, left to right, are Bert Stein, Montreal salesman; Gerry Chernoff, Montreal manager; Sam Glasier, advertising and publicity chief; Cecil Black,

circuit sales chief; Peter S. Myers, division manager; Emily Barrett, executive assistant to Myers; Victor Beattie, Toronto branch manager; Gordon Lightstone, Jr. and Dawson Exley, Toronto salesmen.

Back row: Reg March, Saint John manager; Al Laubenstein, Winnipeg salesman; Joe Huber, Winnipeg branch manager; Gerry Cass, Saint John salesman; Jim Patterson, Vancouver branch manager; Bob Cringan, Calgary branch manager; Harry Wiseman, Toronto head booker; and Jack Gow, Calgary salesman. The meeting was the first of its kind this year.

Danny Kaye's UN Pic

Assignment Children, a 20-minute Technicolor feature highlighting Danny Kaye's recent overseas trip on behalf of the United Nations Children's Fund, will be distributed by Paramount Pictures on a non-profit basis throughout the world. Canadian release is scheduled for the middle of March.

'An Alligator Named Daisy'

Jean Carson, successful New York TV performer, will co-star with Diana Dors and Donald Sinden in J. Arthur Rank's An Alligator Named Daisy.

'Gunfight At The OK Corral'

Burt Lancaster will be seen as Sheriff Wyatt Earp and Humphrey Bogart as gunman Doc Holliday in Paramount's Gunfight at the OK Corral.

'Joseph And His Brethren'

William Dieterle has taken over the direction assignment of Columbia Pictures' Joseph and His Brethren from Otto Preminger.

WB's 'The McConnell Story'

Alan Ladd has completed his role in Warner Bros.' The McConnell Story.

Virginia Mayo In RKO Pic

Virginia Mayo is on loan to RKO Radio from Warner Bros. for the feminine lead in Black Pearls.

First Top Starring Role

Aldo Ray heads the cast of Columbia Pictures' The Gentle Wolfhound.

'Wichita' Completed At AA

Allied Artists has completed the filming of Wichita, starring Joel McCrea.

Pioneers' Gathering

(Continued from Page 1)

year. Taylor explained that his reticence to return to the board grew out of his opposition to perpetuation in office of an individual. Those elected to the board, along with Taylor, were Clare Appel, Tom Daley, Dan Krendel, Harold Pfaff, Morris Stein, George Altman, Charles Dentlebeck, Harry Lester, Frank O'Byrne, and George Oullahan, with the first six having served last year. They will meet shortly to elect officers for the new term, with the re-election of Taylor likely. The 11 officers were elected from among 20 nominees. The Ontario directors constitute the senior board and the officers they choose from among themselves have national authority, which the other Pioneer branches in different parts of the country accept.

Highlight among the committee reports was that of Hanson, who

described the new method of financing the benevolent fund, of which he is chairman. Last year the solicitation of annual donations from firms as well as individuals was begun. "If it's worthy of its name, it's worthy of support in a business-like manner," he said. He was optimistic about the future of this approach, even though it is taking longer to establish it with some companies whose headquarters are out of this country.

The president thanked Hanson for his devotion to the fund. He also praised Tom Daley, secretary-treasurer, for his work as coordinator of the annual Pioneer of the Year Award dinners and Dan Krendel for his handling of the very successful golf tournaments.

Charles Stephenson thanked the Pioneers for his being honored at the last Award dinner

and he proposed that Will McLaughlin, Ottawa film columnist, who was also honored, be made an honorary member. This was passed unanimously and must now be approved by the directors.

Initiation of new members into the Ontario branch took place in the Sheraton Room after dinner and the evening's entertainment was completed with the showing of the Pioneer film, to which footage is added by Roy Tash of Associated Screen News each year.

The initiation ceremony took the form of an old-time movie production directed by Len Bishop and narrated by Dave Ongley. Those initiated were Charles Chaplin, Ken Wells, V. J. Beattie, Abe Cass, W. Laidlaw, Frank R. Markey, R. J. Martin, Al Perly and Morris Rittenberg, Toronto; A. E. Alderwood, S. L. James and Stan J. Malec, Hamilton; Arthur Cauley, Peterboro; Peter Jackson, Sudbury; and Roy Miller, St. Catharines.

President Taylor asked for a moment of silence for those Pioneers who had passed on since the last meeting. They are Dan McDonald, Maritimes; Alex Adilman, Wilfred Coutu, Charles Lalumiere, C. K. Perdakos, George R. Wakin and Thomas Wallace, Quebec; Miss Ray Lewis, Peter D. Brown, William H. Mulholland, Max Stern and Jacob Smith, Ontario; and C. S. Neville, M. M. Goldin and Robert McMillan, British Columbia.

MGM's 'The Bar Sinister'

Herman Hoffman will produce Richard Harding Davis' The Bar Sinister for MGM.

Naish In 'Desert Sands'

J. Carrol Naish has been signed by United Artists for a co-starring role in Desert Sands.

OPTICS EXPERT DISCUSSES MOVIES

Moviegoers who have lost their sight in one eye need not steer clear of 3-D screen offerings, according to Miss Hannah S. Gottfried of the Imperial College of Science and Technology, London, England. Although they will not be able to obtain the effect of depth, the good eye will see through a lens which automatically eliminates one image leaving a clear one instead of a blurred double outline.

The advice was part of an address by Miss Gottfried to the 15th annual session of the Ontario Optometrical Association in Hamilton. Lecturing further on the subject of optical comfort at the movies, she advised members that the maximum proximity at which movie audiences could watch 3-D films was at a point where the nearest image is half-way between the viewer and the screen.

"There is an amount of tolerance of depth which the average human eye can stand with comfort," she said. "It proved interesting to attempt to establish just what that amount might be. On the basis of those people sitting at the front of a theatre, it would seem that some 3-D movies have too great a depth and this can prove uncomfortable."

THE SILVER CHALICE

with Virginia Mayo, Pier Angeli,
Jack Palance, Paul Newman
(CinemaScope-WarnerColor)

Warner's 144 Mins.
BIG, HANDSOME VERSION OF THE COSTAIN NOVEL. HAS READY-MADE AUDIENCE. SHOULD DO VERY WELL AT BOXOFFICE. HAS OBVIOUS EXPLOITATION VALUE.

If the early Christian cycle holds, and it seems likely to do so, *The Silver Chalice* will do very well at the boxoffice. It is adapted from the very popular Thomas Costain novel, giving it a ready-made audience.

As producer, Victor Saville has brought in a handsome production, filled with interesting and imaginatively-constructed sets, representing Antioch, Jerusalem and Rome. Saville's direction is able, but lacks tightness and swift pacing.

In the leads Virginia Mayo as a femme fatale, Pier Angeli as a femme bonne and Jack Palance as the evil magician are good. Paul Newman, playing the hero, is a promising newcomer who looks like Marlon Brando's brother.

Story, which contains plots within plots, centres around a young Greek sculptor, Basil, commissioned by early Christians to make a silver chalice framework for the cup used at the Last Supper. However, the cup is also wanted by an evil magician who desires to match Christ's powers. Involved with both the magician and the young Greek is a seductive woman, Helena, this despite the fact that the Greek has married a Christian girl to save her inheritance for the Church.

Story moves from Antioch to Jerusalem to Rome, with the Greek eventually turning Christian and fashioning a beautiful likeness of Christ on the chalice. At the same time, he realizes that he really loves his wife. Both the magician and Helena die falling from the tower and the chalice is stolen, with the implication planted that it will turn up to comfort men at some later date.

CAST: Virginia Mayo, Pier Angeli, Jack Palance, Paul Newman, Walter Hampden, Joseph Wiseman, Alexander Scourby, Lorne Greene.

CREDITS: Produced and directed by Victor Saville; Associate producer and scripter, Lester Samuels; Photography, William V. Skall; Music, Franz Waxman.

DIRECTION: Able.

PHOTOGRAPHY: Fair.

Glenn Ford's New Contract

Glenn Ford has been signed to a new, four-year contract with MGM. His next vehicle will be *Trial*, based on a novel by Don Mankiewicz.

THE BEACHCOMBER

with Glynis Johns, Robert Newton
J. Arthur Rank (Technicolor) 82 Mins.
AMUSINGLY PERFORMED MAUGHAM TALE OF ROMANCE BETWEEN ISLAND DRUNK AND MISSIONARY'S SISTER.

All those interested in a little pleasant diversion will find this J. Arthur Rank presentation just their cup of tea. Based on the well known Somerset Maugham tale, the film has been well directed by Muriel Box from a screenplay by Sydney Box. It has also been attractively photographed in Technicolor by Reginald Wyer in and around what purports to be a South Sea Island inhabited by scores of natives and four whites; Paul Rogers, the missionary, his sister, Glynis Johns, the newly arrived British Colonial Office official, Donald Sinden, and the local character, Robert Newton.

The time is the turn of the century, and the William MacQuitty production concerns itself with island trivia while pointing out the obvious differences between Miss Johns and the steady Tippler, Newton. In due time, the opposites attract, however, after being thrown together by a series of adversities chief of which is an island hopping excursion to stamp out a cholera epidemic, during which they are set upon by natives and manage to live only by a stroke of fate. The result of the near tragedy is a marked change in both personalities, particularly Newton, who decides the straight and narrow isn't so bad after all.

Donald Sinden and Paul Rogers are among the featured players who perform capably. Miss Johns is good in her role, but it remains for Newton to steal the picture with his entertaining interpretation and delivery of the Honorable Ted role.

CAST: Glynis Johns, Robert Newton, Donald Sinden, Paul Rogers, Donald Pleasance, Walter Crisham, Michael Hordern.

CREDITS: Producer, William MacQuitty; Director, Muriel Box; Screenplay, Sydney Box; Story, Somerset Maugham; Photography, Reginald Wyer.

DIRECTION: Good.

PHOTOGRAPHY: Fine.

LONG JOHN SILVER

with Robert Newton, Connie Gilchrist,
Kit Taylor
(CinemaScope-EastmanColor)

DCA-Alliance Films 109 Mins.
ROUSING CLIMAX MARKS THIS SEQUEL TO "TREASURE ISLAND" WHICH PROBABLY WILL BE BEST FOR THE KIDDIES. FILMED IN AUSTRALIA WITH A PREDOMINANTLY ENGLISH CAST.

Long John Silver probably will please most children, although it runs too long and does not develop any real excitement until the last half hour. At this point, however, the picture builds to a rousing climax as blind Israel Hands chases Jim Hawkins through caverns and across cliffs in a tense, frightening sequence.

It is only in this last half hour when the pirates reach Treasure Island, in fact, that Producer Joseph Kaufman has taken adequate advantage of the Australian jungle and sea backgrounds, which are beautiful to behold in CinemaScope and EastmanColor.

Up to that point scripter Martin Rackin concentrates his fire on the reunion of Jim Hawkins and Long John Silver and Silver's feuding with the evil Mendoza. When the pirates finally set out to search for buried treasure on Treasure Island things really begin popping.

Byron Haskin handles the direction competently, and the photography is attractive, particularly in the outdoor and sea sequences.

Robert Newton as Long John Silver and Connie Gilchrist as his lady love are the only familiar names in the cast. These two handle themselves well although Newton's heavy histrionics are a little bit hard to take at moments.

Kit Taylor impresses as Jim, particularly during the chase sequence, and the rest of the cast is generally excellent.

CAST: Robert Newton, Connie Gilchrist, Kit Taylor, Lloyd Berrell, Grant Taylor, Rodney Taylor.

CREDITS: Producer, Joseph Kaufman; Director, Byron Haskin; Written by Martin Rackin; Music, David Buttolph.

DIRECTION: Good.

PHOTOGRAPHY: Able.

JUPITER'S DARLING

with Esther Williams, Howard Keel,
Marge and Gower Champion
(CinemaScope-Eastman Color)

MGM 96 Mins.
SOME SPECTACULAR SWIMMING SEQUENCES, DANCING BY THE CHAMPIONS, PLEASANT TUNES AND A STRONG PERFORMANCE BY HOWARD KEEL ARE THE MAIN ASSETS OF THIS MUSICAL TAKE-OFF ON HANNIBAL AND OLD ROME. CLEAR SAILING EXPLOITATION-WISE.

While *Jupiter's Darling* fails to live up to its initial promise as a slick, tongue-in-cheek musical comedy, it has enough entertaining elements to please everyone some of the time and its star combination and inherently exploitable material make it a box-office natural.

Based on Robert E. Sherwood's "The Road to Rome," the picture starts out amusingly with a spoof of history and old Rome. From that point on, however, Dorothy Kingsley's script gets heavy with farce and George Sidney's direction aids and abets her.

What makes for positive entertainment is the very clever dancing of Marge and Gower Champion; Esther Williams in a startling and beautiful chase sequence through underwater canyons; some pleasant songs by Burton Lane and Harold Adamson; and Howard Keel's big voice and expert comedy style. Keel, in fact, has never been better. In the supporting cast, only George Sanders as a pompous dictator and Norma Varden as his mother are able to keep up with Keel in giving their material comic shape.

George Wells has brought in a generally attractive production and the photography of Paul C. Vogel and Charles Rosher is good, using CinemaScope effectively in the underwater sequences.

Film relates the story of Amytis, the betrothed of the Roman dictator, Fabius Maximus, who sneaks off to admire Hannibal when the Carthaginian is pounding at the gates of Rome. Love develops between the rough warrior and the Roman girl, but ends abruptly when he discovers her identity. Film ends with Hannibal deciding not to sack Rome, taking Amytis back to Carthage as his booty. Sub plot involves the Champions romantically.

CAST: Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, Richard Haydn, William Demarest.

CREDITS: Producer, George Wells; Director, George Sidney; Screenplay, Dorothy Kingsley; Songs, Burton Lane and Harold Adamson; Music arranged and conducted by David Rose; Photography, Paul C. Vogel and Charles Rosher.

DIRECTION: Competent.

PHOTOGRAPHY: Good.

MICROWAVE SYSTEM UNDER WAY

A new microwave communications network of relay stations spread 150 miles apart is being constructed in Canada's northlands for defence purposes, according to Thomas W. Eadie, president of the Bell Telephone Company of Canada. The system, Eadie told a Canadian Club gathering in Montreal, is similar to the network now under construction between Toronto and Winnipeg to transmit television programs or handle as many as 20,000 telephone circuits via the conventional system of relay stations spread only 25 to 30 miles apart. The microwave method, he pointed out, requires 10,000 to 20,000 times more power.

At present, the Canadian Broadcasting Corporation is piping in programs from the USA by microwave through arrangements with Bell Telephone.

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